

Design: **what is it?**

Design is both a **noun** and a **verb**.

What **tools** do you use to design?

How you think and make
is as important as
what you think and make.

Design is a **process-oriented** field
in which the designer creates an
artifact to **solve a problem.**

“Designing is a complex and intricate task. It is integration of technological, social and economic requirements, biological necessities, and the psychophysical effects of materials, shape, color, volume, and space: **thinking in relationships.**”

László Moholy-Nagy
Vision in Motion, 1947

“Design thinking can be described as a discipline that uses the designer’s sensibility and methods to match people’s needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.”

Tim Brown

Design Thinking, 2008

“Design is the human power of conceiving, planning, and bringing to reality all of the products that serve human beings in the accomplishment of their individual and collective purposes.”

Dick Buchanan

Discovering Design, 1995

That's, like, everything!

“Design is not everything,
but it somehow gets into
almost everything.”

Ralph Caplan
By Design, 2005

“Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.”

Herbert Simon

The Sciences of the Artificial, 1970

Science is about discovery.
Design is about **creation**.

Design is **change**.

Marty Neumeier

Design is **facilitation**.

Joan Vinyets-Rejon

Design is understanding,
accepting,
integrating,
attending,
searching,
envisioning.

Shelley Evanson
(*New Ways of Seeing* presentation)

understanding

examine the situation to find the problem

accept

empathize with the real needs of humans

integrate

look at things as a whole system

attend

pay attention to the small details

search

research human behavior/work-arounds

envision

go into the beyond and innovate

communication design

is about how to organize, simplify, and visualize information and data in strategic, relevant, clear, and compelling ways.

Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.

Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. — Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Chiers, de Léger, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre. Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davout qui avaient été détachés sur Minsk et Mohilow et ont rejoint vers Orscha et Witebsk, avaient toujours marché avec l'armée.

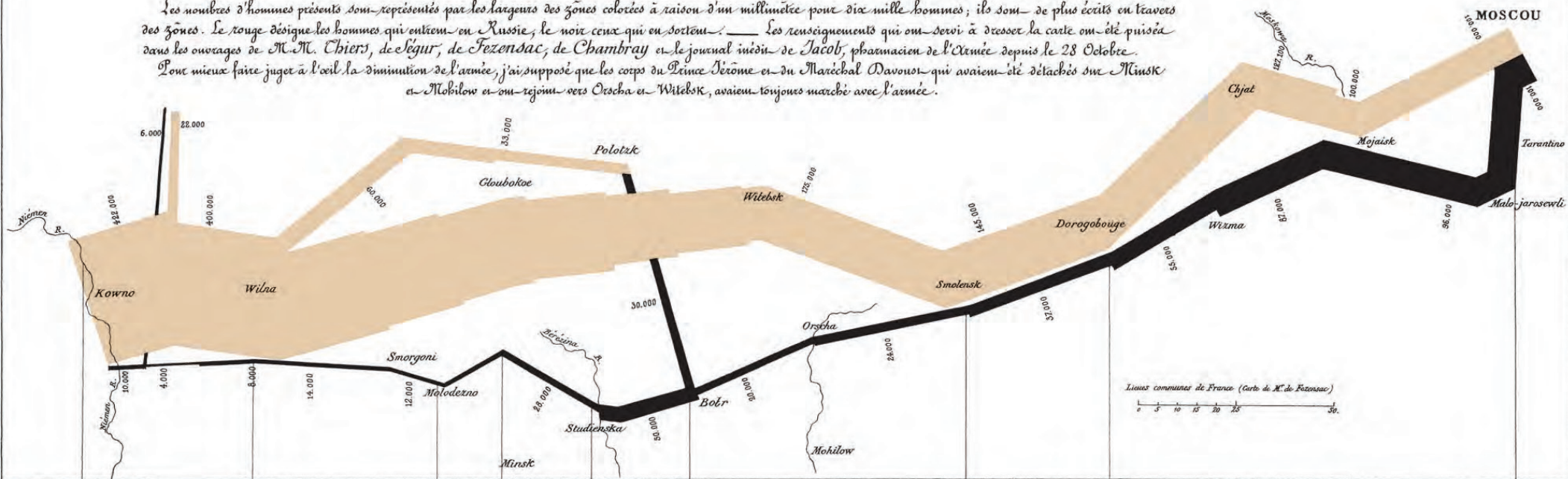
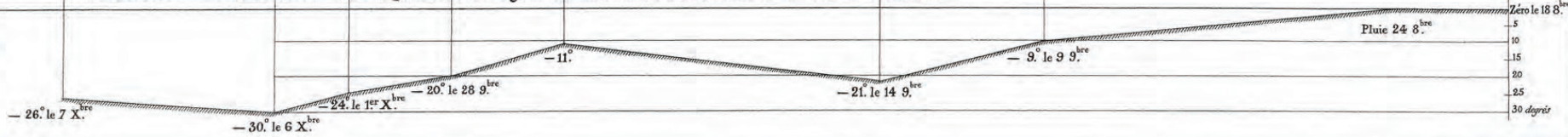


TABLEAU GRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro.



Les Cosaques passent au galop le Niemen gelé.

Autog. par Regnier, 8. Par. 5^{te} Marie 5^{te} 0^{me} à Paris.

Imp. Lit. Regnier et Dourdet.

Charles Joseph Minard
Flow Map of Napoleon's March, 1869

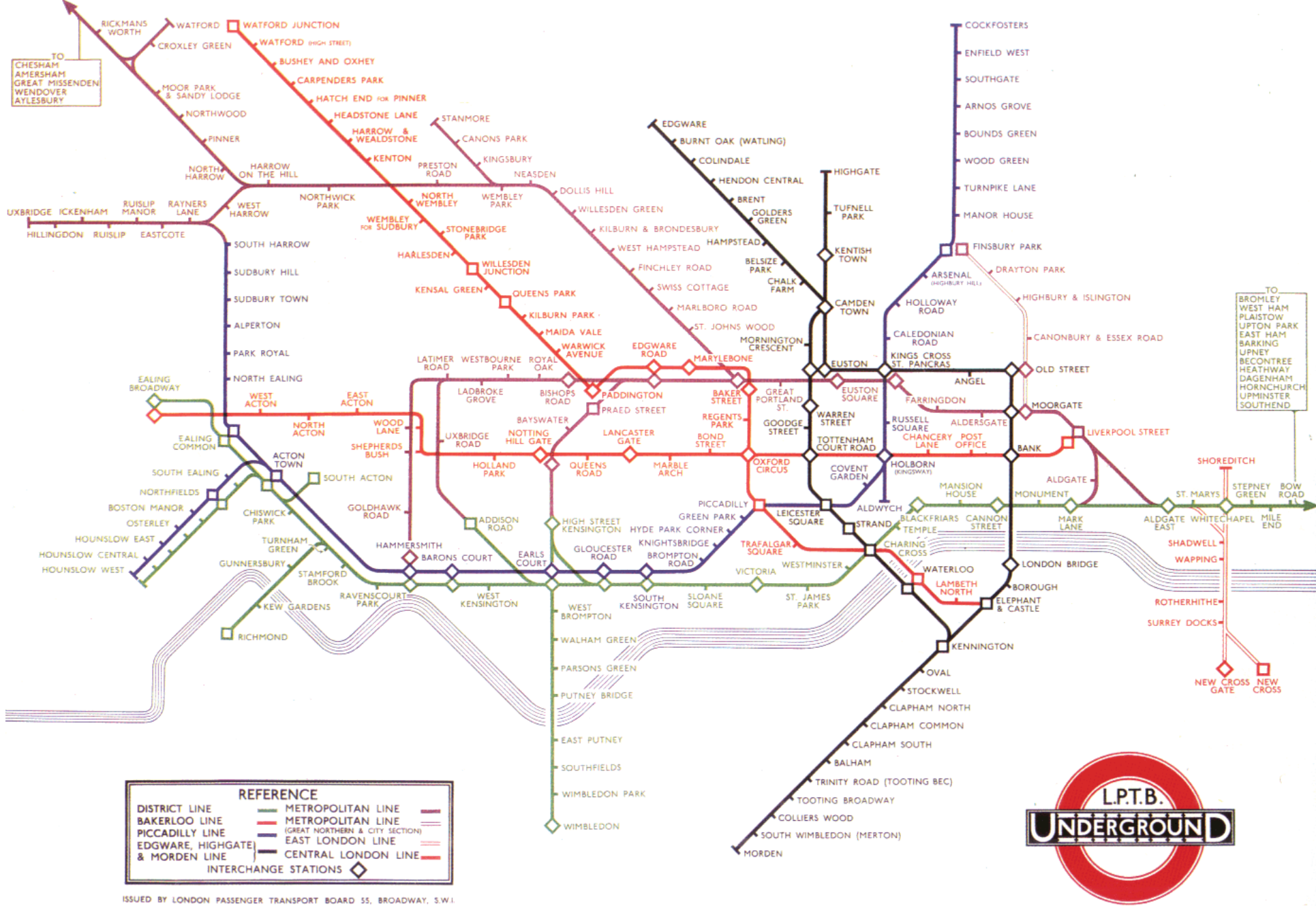
WE ARE ALL AFRICAN



Milton Glaser
We Are All African, 2006

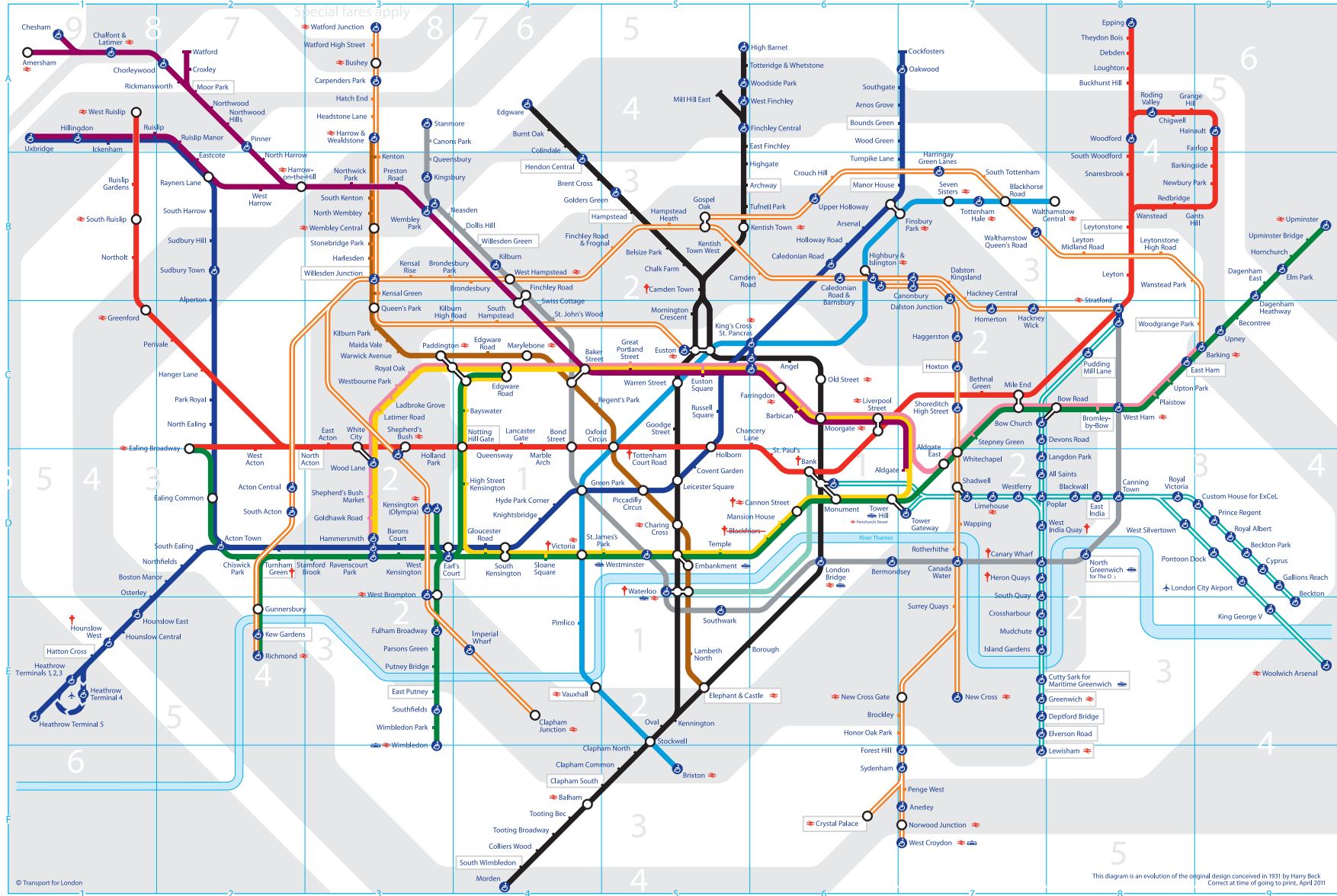
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Henry Beck
London Underground Map, 1933

Tube map



- † Check before you travel
- Bank** Waterloo & City line open 0615 until 2148 Mondays to Fridays and 0800 until 1830 Saturdays, and closed Sundays and Public Holidays
 - Blackfriars** Underground station closed until late 2011
 - Camden Town** From 1300 until 1730 Sundays open for interchange and exit only
 - Canary Wharf** Step-free interchange between Underground, Canary Wharf DLR and Heron Quays DLR stations at street level
 - Cannon Street** Open until 2100 Mondays to Fridays. Closed Saturdays and Sundays
 - Heron Quays** Step-free interchange between Heron Quays and Canary Wharf Underground station at street level
 - Hounslow West** Step-free access for wheelchair users only
 - Tottenham Court Road** Northern line trains will not stop at Tottenham Court Road until late 2011
 - Turnham Green** Served by Piccadilly line trains early mornings and late evenings only
 - Victoria** Major escalator refurbishment works until early 2012. Use nearby stations or alternative routes
 - Waterloo** Waterloo & City line open 0615 until 2148 Mondays to Fridays and 0800 until 1830 Saturdays, and closed Sundays and Public Holidays
 - West India Quay** Not served by DLR trains from Bank towards Lewisham at peak times

Key to lines

- Bakerloo
- Central
- Circle
- District
- Hammersmith & City
- Jubilee
- Metropolitan
- Northern
- Piccadilly
- Victoria
- Waterloo & City
- DLR
- London Overground

MAYOR OF LONDON

Website tfl.gov.uk

24 hour travel information **0843 222 1234***

*You pay no more than 5p per minute if calling from a BT landline. There may be a connection charge. Charges from mobiles or other landline providers may vary.

Travel information at stations **Help points**

Transport for London



© Transport for London. This diagram is an evolution of the original design conceived in 1931 by Harry Beck. Correct at time of going to print, April 2011.